



Just Food's vision is to improve health and well-being by providing access to nutritious food and collaborating with community partners on programs that empower self-sufficiency.

Just Food currently provides more than 10,000 low-income clients each month with access to a choice system food pantry at four sites. Almost 40% of those fed are children. In addition to serving low-income clients, Just Food provides resources for more than 30 Douglas County partner food distribution agencies through various food drives across the county. Your food drive will go to help those agencies who are a part of the Just Food network.

Hunger knows no season, and the need for food is always exists. Anyone, such as scout groups, schools, employers, faith-based groups, and community organizations, can conduct a successful food drive. Anyone can donate by sending a check to Just Food, 1000 E 11th Street, Lawrence, KS 66046. You also can donate on-line at www.justfoodfund.org. You may also text justfood to 80888 to make a \$10 donation. Every dollar makes a difference. A gift of \$0.20 provides a meal to a neighbor in need. When you donate to Just Food, 100 percent of your contribution stays in Douglas County to feed hungry people.

Conducting a Successful Food Drive
To benefit Just Food, the Food Bank in Douglas County
For more information: Elizabeth Keever, Just Food Director of Development and Operations at
ekeever@justfoodks.org or 785.856.7030

1. Organize a planning committee
 - a. Event coordinator
 - b. Public relations coordinator
 - c. Volunteer coordinator
 - d. On-site event coordinator
2. Set the date(s)
3. Establish a goal for food donations and cash donations
4. Establish a name, title, theme, or catchy phrase to generate interest and excitement, such as
 - a. Hold in conjunction with national initiatives like National Carrot Day on February 3, National Cereal Day on March 7, National Noodle Day on October 6, Peach month in August, and National Peanut Butter Lover’s month in November
 - b. Establish teams who compete to donate the most food and/or money with prizes for the winners
 - c. Focus on specific food items, such as Milk on Mondays, Tuna on Tuesdays, and Fruit on Fridays
 - d. Invite everyone to donate their lunch money for a day (and maybe get a sponsor to provide a free lunch for everyone who donates)
 - e. Conduct a bag or box (filled with donated food) decoration contest with prizes
5. Develop promotional materials (include information about critically needed items — listed below)
 - a. Flyers
 - b. Posters and banners
 - c. E-mail announcements
 - d. Newsletter inserts
 - e. Church bulletins
 - f. Give-a-ways with name of the food drive (seek sponsor to fund these)
 - g. Public service announcements and information for print and electronic media

Media contacts:

Bob Hess, Fox4 KC Bob.hess@wdatv4.com 816-868-5049	Abby Eden, Fox4 KC Abby.eden@wdaftv.com 816-753-4567	Brooke Lennington, 6News blennington@6newslawrence.com O: 785-832-6310	Sara Shepherd, LJWorld sshepherd@ljworld.com
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6. Just Food can provide barrels for collecting donated food and will pick up donations — Please fill out the form on our website at www.justfoodks.org or call 785-856-7030 to work out logistics for your drive.
7. Add a virtual food drive component for individuals who wish to donate money; donations can be made on-line at www.justfoodfund.org
8. Make it fun, such as through a contest or competition between groups with prizes.
9. Express thanks and appreciation to every donor, volunteer, and other contributor

Canned Fruit	Cereal	Dry Pasta
Whole Wheat Grains	Brown Rice	Diapers
Baby Food	Feminine Hygiene Products	Juice
Toilet Paper	Canned Meat (Tuna or Chicken)	Peanut Butter